



Muhammad Umer

Senior Graphic Designer / Web Designer

I'm a Creative Designer & Web Designer with more than 6 years of UAE's experience who takes great pride in creating visually stunning designs. I have the talent and ability to be able to quickly understand complex client requirements and then come up with simple and logical solutions. I am eager to take on new challenges in order to progress my career even further.

✉ hyperesthetic@gmail.com

☎ +971 55 891 2190

📍 Dubai, United Arab Emirates

🌐 hyperesthetic

PORTFOLIO

🌐 umersaif.com/portfolio

EDUCATION

- **SECONDARY SCHOOL**
Intermediate - 23rd Sep, 2013
- **HIGH SCHOOL**
Matriculation - 1st Aug, 2009

HARD SKILLS

» Adobe Illustrator	95%
» Adobe Photoshop	85%
» Microsoft Excel	70%
» Microsoft PowerPoint	90%
» Adobe XD	90%
» Figma	95%
» Adobe After Effects	65%
» PhpMyAdmin	70%
» WordPress	90%
» Apache2	60%
» Nginx	65%
» HTML & CSS	85%
» Bootstrap	80%

SOFT SKILLS

- Creativity
- Communication
- Leadership
- Attention to Detail
- Ideation
- Problem-solving
- Time Management
- Teamwork
- Strategy
- Work Ethic

WORK EXPERIENCE

Senior Graphic Designer & Web Designer

Onlinst Consultants FZE

AUG 2020 - Present

Silicon Oasis, Dubai, UAE

- Conceptualize and create intuitive, engaging, graphically appealing, and brand-consistent websites and landing pages, as well as relevant banners, and artwork for social media pages.
- Design digital resources for web advertising, social media, online distribution, email templates, company proposals, presentations, and marketing materials for a physical print.
- Coordinating with outside agencies, art services, marketing companies, printing companies, and colleagues as necessary.
- Meet with clients to gain an understanding of what they want and advise them with regard to design style, format, print production, and timescales.
- Create and develop multimedia (audio/video) content for marketing campaigns.
- Creating and enhancing wireframes / UI enhancements for websites and mobile applications using Adobe XD.
- Optimize WordPress website performance including Core Web Vitals, desktop, and mobile speed.
- Integration of Payment Gateway such as Stripe and PayPal with WooCommerce Websites.
- Research SEO keywords to use throughout the company's website and marketing materials.
- Using paid SEO tools such as Keyword Tool, Ahref, and SEMrush in the implementation of Meta Title, Meta Description, and Image Alt Tags for best search results.
- Creating cloud droplets on Digital Ocean to deploy WordPress sites using Apache and Nginx.
- Produce high-quality solutions through flow diagrams, graphic designs, storyboards, and site maps.

Web Designer & Graphic Designer

Matrix Advertising Agency

JUN 2016 - AUG 2020

Corniche, Ajman, UAE

- Create designs and sample layouts based on knowledge of layout principles and esthetic design concepts.
- Illustrating concepts by designing examples of art arrangement, size, type size, and style and submitting them for approval.
- Maintain project schedules and collaborate with teammates and internal clients with regard to project timing, scope, and budget.
- Design corporate materials such as company presentations, website graphics, content, letterheads, proposal formats, and web pages.

- Develop and create concepts for flyers, posters, advertisements, roll-ups, brochures, logos, signs, books, magazine covers, advertisements, communication materials, and glass branding.
- Liaising with external printers on a regular basis to ensure deadlines are met and material is printed to the highest quality.
- Designing fully responsive websites using Bootstrap and WordPress CMS.
- Optimizing the images for E-Commerce Products to use in WooCommerce.
- Preparing designs & layouts for digital printers, dye sublimations, laser routers, indoor & outdoor vinyl, posters, and banners.

○ **Web Designer & SEO Analyst**

Rack Master Engineering Works

APR 2015 - MAR 2016

GT Road, Gujranwala, Pakistan

- Revamping the company's current website and creating weekly backups.
- Ensure that all of the pages, popups, call-to-action buttons, and forms are working properly.
- Utilizes wire framing and graphic sketches where appropriate and creates guidelines and creative identities of the company.
- Conduct on-site and off-site SEO competitor analysis.
- Provide SEO analysis and necessary recommendations while coordinating with elements and structure of websites and web pages.
- Administrate search engine programs such as - XML sitemaps issues and webmaster tools for purposes of diagnostic reporting on client projects.

EDUCATION

● **HIGH SCHOOL / MATRICULATION / 1st Aug, 2009**

MATRICULATION: Board of Intermediate and Secondary Education Gujranwala.

● **SECONDARY SCHOOL / INTERMEDIATE IN COMMERCE / 23rd Sep, 2013**

INTERMEDIATE IN COMMERCE: Board of Intermediate and Secondary Education Gujranwala.

○ **DIPLOMA / COMPUTERIZED ACCOUNTING / 18th Apr, 2013**

COMPUTERIZED ACCOUNTING: SoftSolutions College Gujranwala.

